

## INTRODUCTION

# Using the Cook Medical Logo in Marketing Material

The Cook logo is our company's primary visual identifier. It is the keystone of our brand and acts as a visual representation of who we are and what we do. We protect it, use it with care, and apply it consistently.

► **Signature logo**

The red logo is the signature of our brand identity. It gives our marketing pieces an instantly recognizable face and acts as a visual anchor across media.

[DOWNLOAD SIGNATURE LOGO](#)

SIGNATURE LOGO



## THE COOK LOGO

# Basic Use

We protect the integrity of our logo by adhering to its designated clear space, minimum size, and placement standards.

## Need to apply logos in a unique way?


Get advice for unusual logo applications or share your finished work with the team.

[EMAIL\\_DISTRIBUTORS@COOKMEDICAL.COM](mailto:EMAIL_DISTRIBUTORS@COOKMEDICAL.COM)

### ► Minimum size

For print, the minimum size of a Cook logo is 0.375 inches high. In digital media, the minimum height of a standard Cook logo is 30 pixels.

#### PRINT LOGO MINIMUM SIZE

 0.57in x 0.375in  
OR 13.75mm x 9mm

#### DIGITAL LOGO MINIMUM SIZE

 30 px x 45.8 px

### ► Clear space

The clear space around our logo is based on a fraction of the logo's full height (H). The minimum clear space for all sides of the logo is 25% of the logo height, or 1/4 H.



### ► Placement standards

In most marketing materials, the standard logo placement is one logo height from the bottom edge of the page and one logo width from the left edge of the page.



However, some materials are best suited by a logo that sits at the top of the piece. Placing the logo in the upper-left corner helps to ensure the logo's visibility on materials where the lower-left corner might become obscured. The most common examples of pieces that use upper-left placement are tradeshow booth graphics and pull-ups.



## THE COOK LOGO

# Basic Use *(continued)*

We protect the integrity of our logo by adhering to its designated clear space, minimum size, and placement standards.

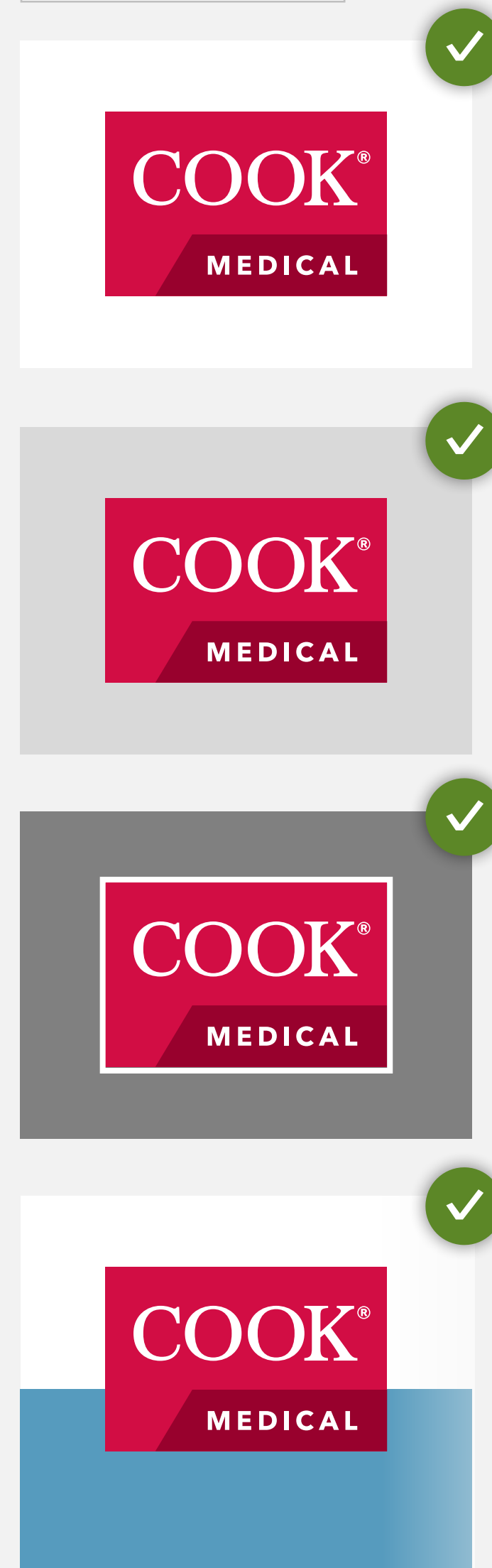
## ► Logo backgrounds

Ideally, the corporate logo should be placed on a white background or partially nested within a blue assurance wrap. However, as we explore and expand our brand our marketing materials may use dark tones as backgrounds. If a piece uses a grayscale background darker than 15% black, consider either adding a white stroke around the signature logo or using an alternative logo.

## ► Do not modify any Cook logo.

Do not make any modifications to a Cook logo, including modifications to shape, color, transparency, shadows, gradients, or blend modes.

## LOGO BACKGROUNDS



## DO NOT MODIFY ANY COOK LOGO.



**The Cook word mark**  
Do not use the original Cook word mark in customer-facing communication. The Cook word mark should only be used for signage on Cook buildings.

## THE COOK LOGO

# Alternative Logos

Sometimes the signature, full-color logo is not an option. The following alternative logos are available for these instances.

[DOWNLOAD ALTERNATIVE LOGOS](#)

**STROKED**

Best for watermarks, and complex backgrounds

**FILLED**

Best for single spot color applications, and instructions for use

**REVERSE TABBED**

Best for print materials when full color is not available

**MONOCHROME**

Best for print materials when color is not available

THE COOK LOGO

# Size Tables

► EMEA, APAC, & Latin America

DOCUMENT SIZE (MM)	LOGO HEIGHT (MM)	PRODCUT LOCKUP SCALE	WHITE RULE	GRAY RULE UNDER LOGO	URL
A5 (148 x 210)	9	42%	1.5 pt	0.5 pt	8.5 pt
A4 (210 x 297)	13	60%	2 pt	0.5 pt	8.5 pt
A3 (297 x 420)	18	83%	3 pt	0.75 pt	11.5 pt
A2 (420 x 594)	26	120%	4 pt	1 pt	16 pt
A1 (594 x 841)	37	171%	6 pt	1.5 pt	23 pt
A0 (841 x 1189)	68	315%	9 pt	3 pt	50 pt

Pull-ups	68	315%	9 pt	3 pt	50 pt
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► United States & Canada

DOCUMENT SIZE (INCH)	LOGO HEIGHT (INCH)	PRODUCT LOCKUP SCALE	WHITE RULE	GRAY RULE UNDER LOGO	URL
5.5 x 8.5	0.375	44%	1.5 pt	0.5 pt	7 pt
8.5 x 11	0.5	59%	2 pt	0.5 pt	8.5 pt
11 x 17	0.75	88%	3 pt	0.75 pt	11.5 pt
17 x 22	1	118%	4 pt	1 pt	16 pt
22 x 34	1.5	177%	6 pt	1.5 pt	23 pt
34 x 44 (poster)	2.5	295%	9 pt	3 pt	50 pt
36 x 45 (pop-up)	2.5	295%	9 pt	3 pt	50 pt
Pull-ups	2.5	295%	9 pt	3 pt	50 pt

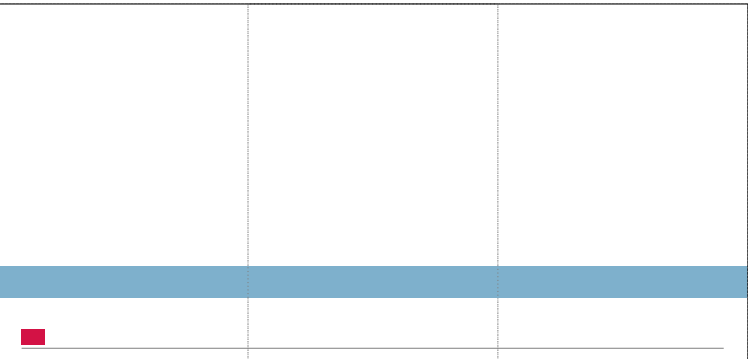
Canvas stretch	6	707%	20 pt	5 pt	120 pt
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► Irregular sizes

For other document sizes that are not represented in these tables, use the specifications for the document size that most closely matches your piece.

► Wide-format pieces

For wide-format pieces, use the chart’s measurements from the document size whos height is closest to your piecewith the closest height to your piece. For example: a document that is three times wider than a standard document of the same height.





## THE COOK LOGO

# Logo Applications

Using the Cook corporate logo for digital, electronic, and web applications

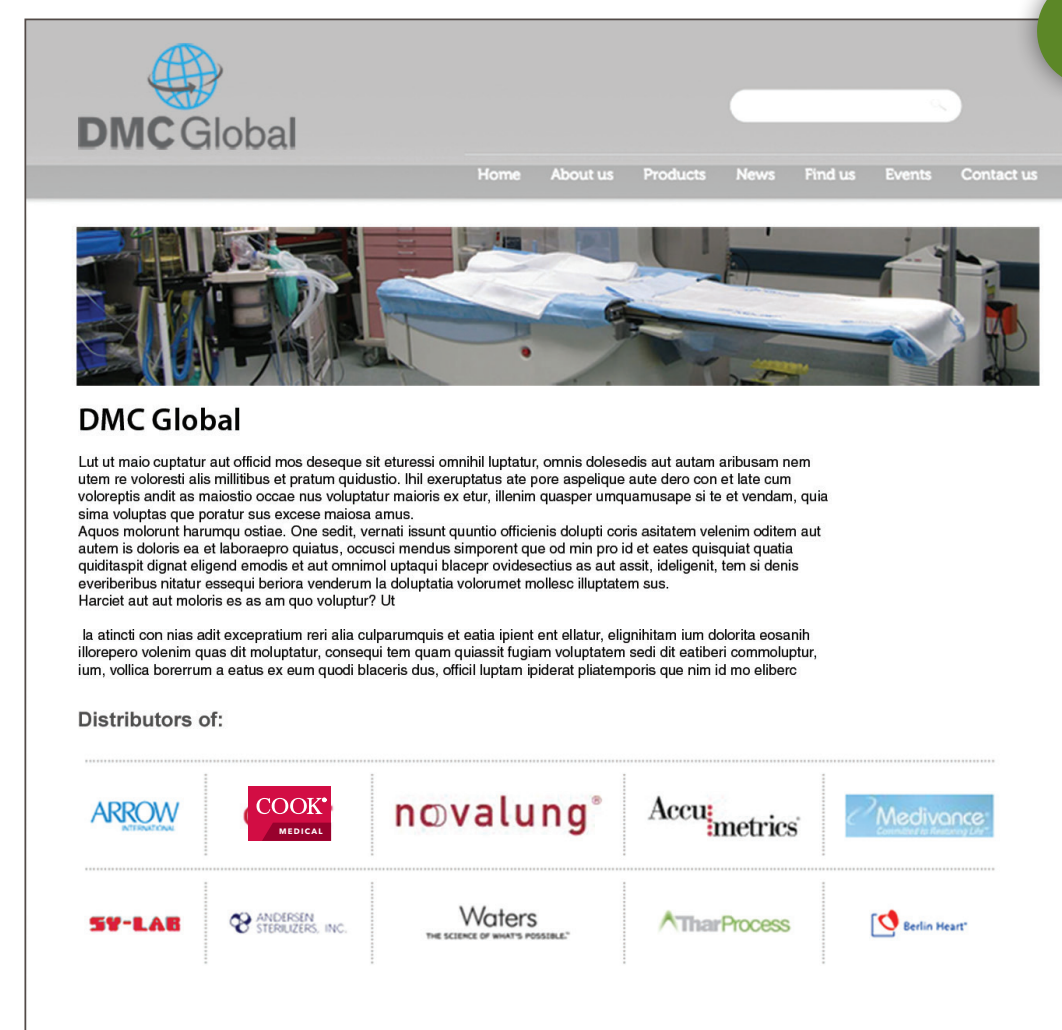
## ▶ Digital logo file formats

In digital, electronic, and web applications, **do not use the standard logo file that is used for print materials.**

This print version of the logo does not accurately represent the logo colors on a digital screen. **A digital version of the logo has been created for digital use only.** The colors have been converted to RGB so that they are accurately represented on screen. Please use the digital version of the logo for websites and other electronic media (e.g., e-mail, web banners).

[DOWNLOAD DIGITAL LOGOS](#)

### CORRECT APPLICATION OF COOK LOGO



### INCORRECT APPLICATION OF COOK LOGO



Do not use the Cook word mark in customer-facing materials such as online media.



Do not use the Cook logo in close proximity to your logo. Placing the logos close to one another confuses the viewer about the relationship between the distributor and the manufacturer.

## THE COOK LOGO

# Logo Applications - Booth

Applying the Cook corporate logo to an exhibit or tradeshow booth

## ▶ Cook-focused booths

On a Cook-focused booth, the Cook corporate logo should be larger and more prominent than the distributor's logo, especially when Cook has the most brand recognition, investment, and involvement.

## ▶ Distributor-focused booths

On a distributor-focused booth, the Cook corporate logo should be smaller than the distributor's logo, especially when the distributor has more brand recognition. Place the Cook logo in close proximity to Cook product names to clearly indicate which company is the manufacturer and which company is the distributor.

### Positioning the distributor logo

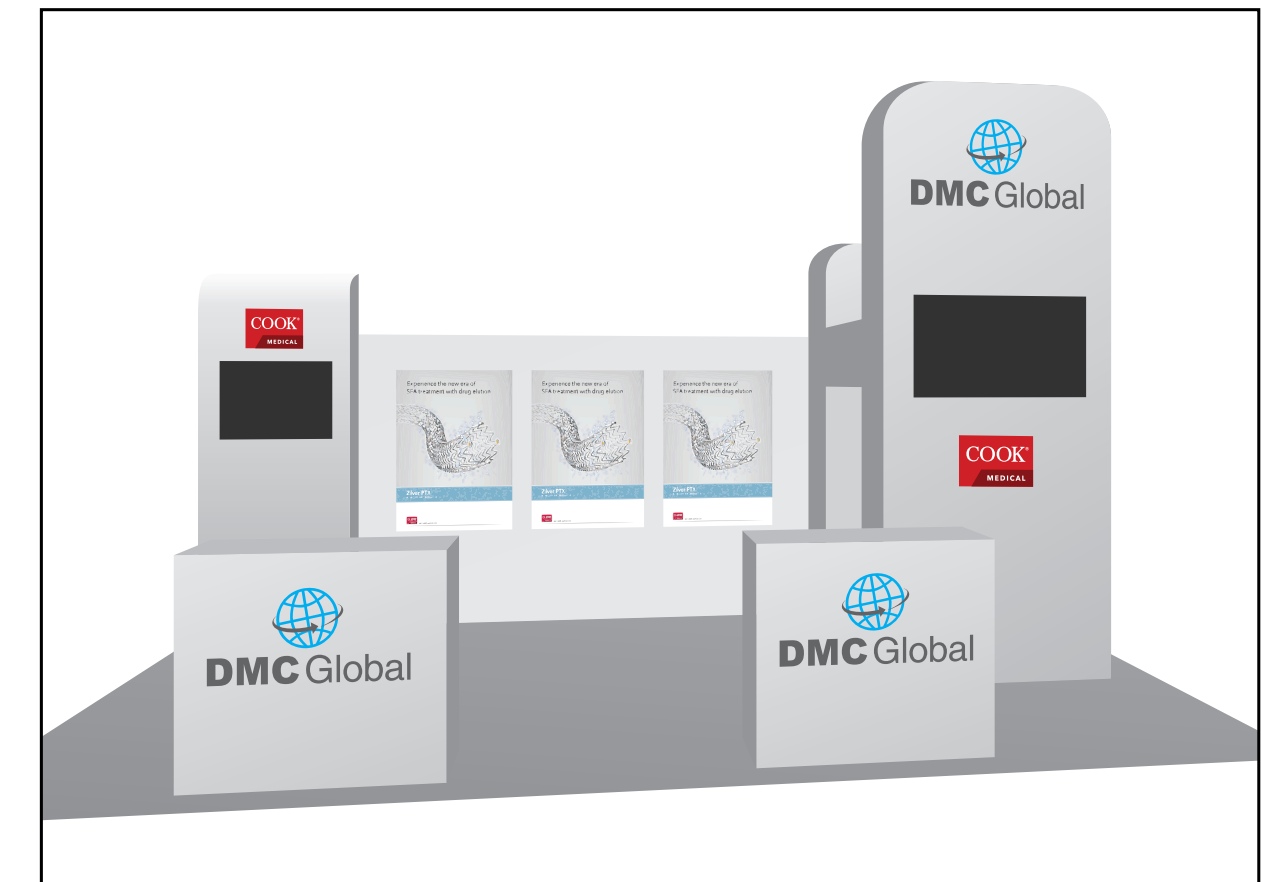
The position and size of the distributor logo will vary depending on the focus of the booth. On a Cook-focused booth, the distributor's logo should be smaller and lower than the Cook logo. This sizing and positioning creates a clear hierarchy and helps customers understand which company is the manufacturer and which company is the distributor.

### BOOTH EXAMPLES



#### A Cook-focused booth with one distributor:

The Cook corporate logo is the prominent logo.  
The distributor's logo is smaller and lower.



#### A distributor-focused booth with Cook Medical:

The distributor's logo is prominent. The Cook Medical logo is smaller and is on or near product photography and literature so that the relationship of the distributor and manufacturer is clear.